editorial index

Vol. 37 / January through June, 1952

Industrial Marketing offers an index of editorial contents for the past six months. The index is published every January and July.

Author's index

Burdoff, Harry A., vice-president of sales, Lunkenheimer Co. Lunkenheimer Ads Train Distributors' Salesmen, June, p. 124.

Catterson, Don, advertising manager, Durham Aircraft Service. Let Your Distributors Help Write Direct Mail, May, p. 134.

Daugherty, A. C., market research manager, Rockwell Mfg. Co. Market Research Problem? Solve It by Telephone, Mar., p. 39.

Dix, Arthur H., vice-president of research, Conover-Mast Publications. How Job Titles Deceive as Gage of Buying Authority, Mar., p. 38.

Fox, Willard M., director of market research, Remington Rand Inc. You Can't Afford Not to Spend 18c Marketing Dollars, Feb., p. 36.

Grey, Milton K., vice-president of sales and advertising, Benchmaster Mfg. Co. Forms Speed Benchmaster Follow-Up on Inquiries, Feb., p. 38.

Hawley, John S., marketing manager, Shakeproof, Inc. Target Plan Pinpoints Shakeproof Markets, May p. 44.

Johnson, George D., president, Southeastern Safety Appliance Co. Quick Sales to Small Buyers Build Volume, June, p. 44.

Kirchhofer, Karl.
Company Publicity . . How to Get More of It, Easier, Feb., p. 86.
Your Service Department Can Also Sell, Mar., p. 86.

Kundig, Ernest, sales manager, Coppus Engineering Corp. Coppus Inquiries Gage Copy Effectiveness, Get Results, Mar., p. 90.

Lasser, J. K., partner, J. K. Lasser & Co. Dollar Volume Up 20% in 1951; Business Papers See 1952 Rise, Feb., p. 33.

Mannion, John B., advertising manager, Austenal Laboratories. Five Wrong Ways to Handle Inquiries, June, p. 48.

Marsteller, William A., president, The Marsteller Co.
Agency Heads Define Ideal Client Relations, Apr., p. 66.
What Will Happen to Expanded Plant Capacity?, June, p. 46.

McGuire, Nelson M., advertising manager, National Bearing Div., American Brake Shoe Co. How to Get and Use Case History Advertising, June, p. 118.

Sawyer, Howard G., vice-president, James Thomas Chirurg Co.
How to Live Happily with Your Agency . . and Vice Versa, Apr., p. 46.
Nine Ways to Improve Your Direct Mail, Mar., p. 54.

Starch, Daniel, Daniel Starch & Staff:
Which Ad Attracted More Readers?, Jan., p. 56; Feb., p. 48; Mar., p. 44; Apr., p. 60; May, p. 64; June, p. 65.

Stevenson, C. H., vice-president, Lindberg Engineering Co. Why Management Keeps Admen in the Dark, May, p. 50.

Article index / by subject

Advertising

Agency Heads Define Ideal Client Relations, by William A. Marsteller, president, Marsteller Co., Apr., p. 66.

Companies Boost Ad Budgets, Sales Training as Backlogs Drop . . Top Management Forum. June, p. 68.

Cover Stories:
Bakelite External's Tough Job: Educate Every Industry, June, p. 64.

Business Papers Run 1,300 Ad Insertions for Scrap Drive, Apr., p. 140.

"Growth Formula" Boosts Keller Sales 250%, Feb., p. 88.

Koppers Accents Business Papers for New Products, Jan., p. 44.

Navy Models for Honeywell Ad, May, p. 42.

Remington's New Drive Wins Notice with Fast Photography, Mar., p. 138.

Editorially Speaking:
Be Prepared for the Unexpected, Jan., p. 65.
How to Waste Advertising Dollars, Jan., p. 65.
Is All Advertising Alike?, Apr., p. 108.
New Research Techniques, Mar., p. 88.
Engineers Can Help Advertising, Mar., p. 88.

Fairbanks-Morse Moves Fast for News Tie-In, June, p. 134.

Five Wrong Ways to Handle Inquiries, by John B. Mannion, advertising manager, Austenal Laboratories. June, p. 48.

How to Get and Use Case History Advertising, by Nelson M. McGuire, advertising manager, National Bearing Div., American Brake Shoe Co. June, p. 118.

How to Live Happily with Your Agency . . and Vice Versa, by Howard G. Sawyer, vice-president, James Thomas Chirurg Co. Apr., p. 46.

Industrial Ad Budgets to Hit 2.16% in '52, by Bob Aitchison. Jan., p. 33.

IM Readers Attack and Defend the 'Anonymous Trio', May, p. 41.

Lunkenheimer Ads Train Distributors' Salesmen, by Harry A. Burdoff, vice-president of sales, Lunkenheimer Co. June, p. 124.

Management Asks Agencies to Re-Evaluate Ads, Markets . . Top Management Forum.' Apr., p. 52.

Management Tells Admen How to Get Ahead, May, p. 60.

Meet Harry Osborn, June, p. 52.

More Research, Bigger Budgets Ahead for Industrial Advertising, Agencies Forecast. Jan., p. 38.

Nine Ways to Improve Your Direct Mail, by Howard G. Sawyer, vice-president,

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Author's index

Burdoff, Harry A., vice-president of sales, Lunkenheimer Co. Lunkenheimer Ads Train Distributors' Salesmen, June, p. 124.

Catterson, Don, advertising manager, Durham Aircraft Service. Let Your Distributors Help Write Direct Mail, May, p. 134.

Daugherty, A. C., market research manager, Rockwell Mfg. Co. Market Research Problem? Solve It by Telephone, Mar., p. 39.

Dix, Arthur H., vice-president of research, Conover-Mast Publications. How Job Titles Deceive as Gage of Buying Authority, Mar., p. 38.

Fox, Willard M., director of market research, Remington Rand Inc. You Can't Afford Not to Spend 18c Marketing Dollars, Feb., p. 36.

Grey, Milton K., vice-president of sales and advertising, Benchmaster Mfg. Co. Forms Speed Benchmaster Follow-Up on Inquiries, Feb., p. 38.

Hawley, John S., marketing manager, Shakeproof, Inc. Target Plan Pinpoints Shakeproof Markets, May p. 44.

Johnson, George D., president, Southeastern Safety Appliance Co. Quick Sales to Small Buyers Build Volume, June, p. 44.

Kirchhofer, Karl.
Company Publicity . . How to Get More of It, Easier, Feb., p. 86.
Your Service Department Can Also Sell, Mar., p. 86.

Kundig, Ernest, sales manager, Coppus Engineering Corp. Coppus Inquiries Gage Copy Effectiveness, Get Results, Mar., p. 90.

Lasser, J. K., partner, J. K. Lasser & Co. Dollar Volume Up 20% in 1951; Business Papers See 1952 Rise, Feb., p. 33.

Mannion, John B., advertising manager, Austenal Laboratories. Five Wrong Ways to Handle Inquiries, June, p. 48.

Marsteller, William A., president, The Marsteller Co.
Agency Heads Define Ideal Client Relations, Apr., p. 66.
What Will Happen to Expanded Plant Capacity?, June, p. 46.

McGuire, Nelson M., advertising manager, National Bearing Div., American Brake Shoe Co. How to Get and Use Case History Advertising, June, p. 118.

Sawyer, Howard G., vice-president, James Thomas Chirurg Co.
How to Live Happily with Your Agency . . and Vice Versa, Apr., p. 46.
Nine Ways to Improve Your Direct Mail, Mar., p. 54.

Starch, Daniel, Daniel Starch & Staff:
Which Ad Attracted More Readers?, Jan., p. 56; Feb., p. 48; Mar., p. 44; Apr., p. 60; May, p. 64; June, p. 65.

Stevenson, C. H., vice-president, Lindberg Engineering Co. Why Management Keeps Admen in the Dark, May, p. 50.

Article index / by subject

Advertising

Agency Heads Define Ideal Client Relations, by William A. Marsteller, president, Marsteller Co., Apr., p. 66.

Companies Boost Ad Budgets, Sales Training as Backlogs Drop . . Top Management Forum. June, p. 68.

Cover Stories:
Bakelite External's Tough Job: Educate Every Industry, June, p. 64.

Business Papers Run 1,300 Ad Insertions for Scrap Drive, Apr., p. 140.

"Growth Formula" Boosts Keller Sales 250%, Feb., p. 88.

Koppers Accents Business Papers for New Products, Jan., p. 44.

Navy Models for Honeywell Ad, May, p. 42.

Remington's New Drive Wins Notice with Fast Photography, Mar., p. 138.

Editorially Speaking:
Be Prepared for the Unexpected, Jan., p. 65.
How to Waste Advertising Dollars, Jan., p. 65.
Is All Advertising Alike?, Apr., p. 108.
New Research Techniques, Mar., p. 88.
Engineers Can Help Advertising, Mar., p. 88.

Fairbanks-Morse Moves Fast for News Tie-In, June, p. 134.

Five Wrong Ways to Handle Inquiries, by John B. Mannion, advertising manager, Austenal Laboratories. June, p. 48.

How to Get and Use Case History Advertising, by Nelson M. McGuire, advertising manager, National Bearing Div., American Brake Shoe Co. June, p. 118.

How to Live Happily with Your Agency . . and Vice Versa, by Howard G. Sawyer, vice-president, James Thomas Chirurg Co. Apr., p. 46.

Industrial Ad Budgets to Hit 2.16% in '52, by Bob Aitchison. Jan., p. 33.

IM Readers Attack and Defend the 'Anonymous Trio', May, p. 41.

Lunkenheimer Ads Train Distributors' Salesmen, by Harry A. Burdoff, vice-president of sales, Lunkenheimer Co. June, p. 124.

Management Asks Agencies to Re-Evaluate Ads, Markets . . Top Management Forum.' Apr., p. 52.

Management Tells Admen How to Get Ahead, May, p. 60.

Meet Harry Osborn, June, p. 52.

More Research, Bigger Budgets Ahead for Industrial Advertising, Agencies Forecast. Jan., p. 38.

Nine Ways to Improve Your Direct Mail, by Howard G. Sawyer, vice-president,

James Thomas Chirurg Co. Mar., p. 54.

90% of Export Advertisers to Hold or Boost '52 Budgets, Manufacturers Forecast. Jan., p. 37.

Plain Talk on Relations of Advertisers, Agencies, Media. Apr., p. 42.

Rate Increases Will Boost Foreign Ad Costs, Export Agencies Forecast. Jan., p. 36.

Ryerson Classified Ad Plan Helps Buyers Find Steel. Mar., p. 144.

Shortages or No, Industry Will Continue Advertising . . Top Management Forum. Feb., p. 40.

68 Agency Principals See More Money, Stronger Copy, Agency Forecast (2). Feb., p. 42.

Tabulation: Business Paper Space Placed by 454 Agencies. Apr., p. 41.

Ten Typical Advertiser, Agency Types . . How They Pick Media, Part 2. Marsteller Report. Apr., p. 54.

Timeliness, Testimonials Boost Sales of P&H Prefabs. Mar., p. 36.

Today's Job for Advertising: Sell Service, Open New Markets . . Top Management Forum. Mar., p. 48.

Too Many Indians, Not Enough Chiefs Among Ad Managers, by an Account Executive. Apr., p. 44.

"U. S. I. Chemical News" Ends 20th Year . . Still Sells, by Charles Downes. June, p. 120.

What's Wrong with Advertising Agencies? Plenty! by an Advertising Manager. Apr., p. 43.

Whether Sales Are Up or Down, Ad Budgets Will Rise, Ad Managers Forecast (2). Feb., p. 43.

Why Management Keeps Admen in the Dark, by C. H. Stevenson, vice-president, Lindberg Engineering Co. May, p. 50.

★

Advertising copy, graphics, production

Ad Revamping Plan, Plastic Plates Cut Production Costs. Apr., p. 146.

1952 Calendar Advertisers Try for Good Art with Lower Cost. Jan., p. 40.

Copy Chasers:

Ad Men Have Much to Learn from Editors, Feb., p. 65.

Ads with High Starch Scores Stay High When Repeated, Mar., p. 71.

Best Ads Break Rules, Materials Handling Ads Show, May, p. 73.

GE Business Paper Ads Chosen Best of 1951, Jan., p. 67.

Good, Not-So-Good, Bad Ads Hit Readers in Textile Field, Apr., p. 79.

29 Prize ABP Ads Show You How to Do a Better Job, June, p. 85.

Coppus Inquiries Gage Copy Effectiveness, Get Results, by Ernest Kundig, sales manager, Coppus Engineering Corp. Mar., p. 90.

I'm Touchy? Go Ahead, Change It! Mar., p. 110.

Industrial Advertisers Win Annual ABP Awards. May, p. 142.

Let Your Distributor Help Write Direct Mail, by Don Catterson, advertising manager, Durham Aircraft Service. May, p. 134.

68 Agency Principals See More Money, Stronger Copy, Agencies Forecast (2). Feb., p. 42.

★

Business paper publishing

Ad Men Ask Media for More Facts, but Less and Better Direct Mail, Part 3, Marsteller Report. May, p. 68.

Advertising Volume in Business Papers, Jan., p. 50; Feb., p. 50; Mar., p. 50; Apr., p. 110; May, p. 96; June, p. 126.

Business Paper Drive Sparks Hallicrafters Portable FM Phone. June, p. 122.

Business Paper Space Buying . . A Study of Basic Practices, Part 1, Marsteller Report. Mar., p. 33.

Canadian Advertising Volume. Jan., p. 88.

Chemicals Good, Power Tight in '52, Editors Forecast (2). Feb., p. 44.

Dollar Volume Up 20% in 1951; Business Papers See 1952 Rise, by J. K. Lasser, partner, J. K. Lasser & Co. Feb., p. 33.

Editorially Speaking: Are Renewal Percentages Important? How to Get the Wrong Answer, Feb., p. 84.

Editorial Index. Jan., p. 106.

Export Advertisers Place 19,628½ Pages in 1951. Feb., p. 116.

General Agencies Fumble Business Paper Space Buying, by a Space Salesman. Apr., p. 45.

New Data on Media. Jan., p. 129; Feb., p. 147; Mar., p. 137.

'Oil & Gas Journal' Leads in Space Volume. Feb., p. 112.

Rate Increases Will Boost Foreign Ad Costs, Export Agencies Forecast. Jan., p. 36.

Steel, Machine Tools, Oil to Spark Continued Big Volume, Editors Forecast. Jan., p. 39.

Tabulation: Business Paper Space Placed by 454 Agencies. Apr., p. 41.

Ten Typical Advertisers, Agency Types . . How They Pick Media, Part 2, Marsteller Report. Apr., p. 54.

★

Marketing, distribution

Chemicals Good, Power Tight in '52, Editors Forecast, (2). Feb., p. 44.

Editorially Speaking: Still Chasing Smokestacks?, Apr., p. 108.

From Washington:

Capital Goods Boom Grows; Plant Investment to Rise 4%, May, p. 16.

Departing DiSalle Tells How to Get Your Way in Capital, Mar., p. 18.

Industrial Plans Go Awry as Many Find Output Beats Sales, Apr., p. 16.

Industry Expansion Will Get Priority Over Military, Feb., p. 18.

Machine Tool Boom to Continue as Military Adds New Ideas, Jan., p. 28.

New ACPE to Keep U.S. Permanently Tooled for Defense, June, p. 14.

Let Your Distributor Help Write Direct Mail, by Don Catterson, advertising manager, Durham Aircraft Service. May, p. 134.

Market Research Problem? Solve It by Telephone, by A. C. Daugherty, market research manager, Rockwell Mfg. Co. Mar., p. 39.

Shortages Easing, Backlogs Shrink and Selling Needs Grow . . Top Management Forum. May, p. 56.

Steel, Machine Tools, Oil to Spark Continued Big Volume, Editors Forecast, Jan., p. 39.

Target Plan Pinpoints Shakeproof Markets, by John S. Hawley, marketing manager, Shakeproof, Inc. May, p. 44.

Trends:

Diesel Production to Rise; Cars, Trucks May Drop in 1952, Feb., p. 28.

Highway Maintenance and City Services Go Mechanized, Apr., p. 33.

Industry Shortages to Hit Worst in First

Half of 1952, Jan., p. 18.

Labor Shortage, Increased Quotas, Step Up Farm Mechanization, Mar., p. 28.

Materials Handling Gets Bigger as It Saves Money for Industry, May, p. 33.

1952 Building May Set a New Record But Planning Dwindles, June, p. 17.

What Will Happen to Expanded Plant Capacity? by William A. Marsteller, president, Marsteller Co. June, p. 46.

You Can't Afford Not to Spend 18c Marketing Dollars, by Willard M. Fox, director of market research, Remington Rand Inc. Feb., p. 36.

★

Publicity, public & employe relations

Company Publicity . . How to Get More of It, Easier, by Karl F. Kirchhofer. Feb., p. 86.

Employe Communications . . Public Relations, by Robert Newcomb & Marg Sammons:

Awards Pull 12,000 Ideas but . . It's Employe Morale that Counts, Jan., p. 98.

Detailed Advance Planning Puts Over Thilmany Open House, Mar., p. 65.

Maize Teaches Economics and Capitalism to Employes, Apr., p. 64.

Six Techniques Help You Plan an Open House, May, p. 65.

Stockholders Get a Magazine Instead of Quarterly Reports, June, p. 74.

Super-Planning, $2 Pay-Off Pushes Butler's Anniversary, Feb., p. 97.

Executives Keep Tab on Employe Communications . . Top Management Forum, Jan., p. 42.

★

Sales, sales promotion

Distributor Salesmen Learn Product Line in Gravel Pit, Mar., p. 42.

Editorially Speaking: Sales Training, Marketing of Rish Equipment, May, p. 108.

Forms Speed Benchmaster Follow-Up on Inquiries, by Milton K. Grey, vice-president of sales and advertising, Benchmaster Mfg. Co. Feb., p. 38.

"Growth Formula" Boosts Keller Sales 250% . . Cover story, Feb., p. 88.

Honeywell's Problem: How to Promote 8,000 Products, by Bruce Bradway. May, p. 42.

How Do-All Sells Heavy Machinery Door-to-Door, by Merle Kingman. May, p. 46.

How Job Titles Deceive as Gage of Buying Authority, by Arthur H. Dix, vice-president of research, Conover-Mast Publications. Mar., p. 38.

Industrial Salesmen Earn Average $8,000 in 1951, by Merle Kingman. Mar., p. 40.

Lunkenheimer Ads Train Distributors' Salesmen, by Harry A. Burdoff, vice-president of sales, Lunkenheimer Co. June, p. 124.

New Uses, Promotion Build Porcelain Enamel Sales, by Merle Kingman. Feb., p. 34.

Playing Cards Aim at Tomorrow's Railroad Presidents, June, p. 56.

Quick Sales to Small Buyers Build Volume, by George D. Johnson, president, Southeastern Safety Appliance Co. June, p. 44.

Sales Promotion Ideas:

Foundry Show Buyers Get Surprise Sales Talk, June, p. 108.

GE Attracts 10,000 Customers to Lighting Center, May, p. 100.

Gregory Tries New Kind of Orientation for Suppliers, Jan., p. 60.

How Electronics Makers Move to Get More Defense Orders, Apr., p. 70.

Mystery Man Contest Pushes Sales Executives, Feb., p. 54.

New Showroom Pushes Variety for Pullman Standard, Mar., p. 60.

She's Pretty, She's Charming . . She Sells Electronics, Feb., p. 90.

Target Plan Pinpoints Shakeproof Markets, by John S. Hawley, marketing manager, Shakeproof, Inc. May, p. 44.

Timeliness, Testimonials Boost Sales of P&H Prefabs, Mar., p. 36.

Your Service Department Can Also Sell, by Karl F. Kirchhofer. Mar., p. 86.

★

Shows, exhibits

Industrial Shows: Jan., p. 114; Feb., p. 108; Mar., p. 134; Apr., p. 36; May, p. 126; June, p. 142.

20,000-Lb. Traveling Exhibit Pushes Dow's New Silicones, June, p. 116.

★

NIAA News

Editorially Speaking: NIAA Conference Meets a Challenge, June, p. 104.

NIAA Celebrates 30th Anniversary . . Highlights, by Mark Reinsberg. June, p. 42.

NIAA News:

Elect New Chapter Presidents, June, p. 97.

Institute to Start Fund Drive, Jan., p. 91.

Institute Subscribes $12,000, Feb., p. 93.

NIAA to Sponsor 8 Contests, Apr., p. 115.

Nominate Wedereit for President, May, p. 91.

$38,230 Pledged to Institute, Mar., p. 101.

1,700 Industrial Admen to Attend Annual NIAA Conference . . Complete Program, June, p. 41.

Departments

Advertising Volume in Business Papers, Jan., p. 50; Feb., p. 50; Mar., p. 50; Apr., p. 110; May, p. 96; June, p. 126.

Canadian Advertising Volume, Jan., p. 88.

Copy Chasers, Jan., p. 67; Feb., p. 65; Mar., p. 71; Apr., p. 79; May, p. 73; June, p. 85.

Cover Picture, Jan., p. 44; Feb., p. 88; Mar., p. 138; Apr., p. 140; May, p. 42; June, p. 64.

Editorial Index, Jan., p. 106.

Editorially Speaking, Jan., p. 65; Feb., p. 84; Mar., p. 88; Apr., p. 108; May, p. 108; June, p. 104.

Employe Communications . . Public Relations, Jan., p. 98; Feb., p. 97; Mar., p. 65; Apr., p. 64; May, p. 65; June, p. 74.

From Washington, Jan., p. 28; Feb., p. 18; Mar., p. 18; Apr., p. 16; May, p. 16; June, p. 14.

Industrial Shows, Jan., p. 114; Feb., p. 108; Mar., p. 134; Apr., p. 36; May, p. 126; June, p. 142.

New Data on Media, Jan., p. 129; Feb., p. 147; Mar., p. 137.

News, Jan., pp. 4¢, 86; Feb., pp. 114, 118; Mar., p. 120; Apr., pp. 26, 28; May, pp. 26, 28, 30; June, pp. 24, 26.

NIAA News, Jan., p. 91; Feb., p. 93; Mar., p. 101; Apr., p. 115; May, p. 91; June, p. 97.

Problems in Industrial Marketing, Jan., p. 24; Feb., p. 24; Mar., p. 24; Apr., p. 22; May, p. 22; June, p. 20.

Sales Promotion Ideas, Jan., p. 60; Feb., p. 54; Mar., p. 60; Apr., p. 70; May, p. 100; June, p. 108.

Trends, Jan., p. 18; Feb., p. 28; Mar., p. 28; Apr., p. 33; May, p. 33; June, p. 17.

Women in Industrial Advertising, Jan., p. 88; Feb., p. 118.

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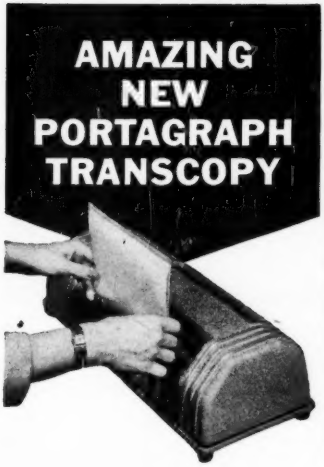

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editorial index

Vol. 37 / July through December 1952

Industrial Marketing offers an index of editorial contents for the past six months. The index is published every January and July.

Author's Index

Bayer, Kenneth J., president, Oakleigh R. French & Assoc. Sales Presentation Outline Is Step Toward Better Media Facts, Dec., p. 68.

Beadle, William N., vice-president, Byron Jackson Co. Byron Goes Inside Class Room . . and Out After the Buyer, Sept., p. 60.

Bissell, Herbert D., director of merchandising, Minneapolis-Honeywell Regulator Co. Honeywell Films V.I.P.'s to Sell Ads to Salesmen, July, p. 44.

Brown, Dick, advertising manager, Calumet Iron & Supply Co. Mail Campaign Wins Back Lost Customers for Calumet, Oct., p. 44.

Clayton, Sidney, president, Sidney Clayton & Assoc.
Four Steps to Evaluating Inquiries . . Whether Duds or Hot Ones, Nov., p. 47.
Snap-A-Part Forms Help Sola Answer Inquiries Fast, Cheaply, Oct., p. 42.

Collins, James, Cartoon Testimonials Boost Air Freight Sales of Flying Tigers, Dec., p. 132.

Davee, Ken M., Davee, Kohnlein & Keating, Ten Ways to Improve Returns on Mailed Questionnaires, Oct., p. 81.

Fensholt, A. H., treasurer, The Fensholt Co., Color No "Sure Cure" Device to Attract Readers, Aug., p. 57.

Goris, Earl J., advertising manager, Dearborn Chemical Co. Dearborn Fumbles July 30 . . but Turns Error into Hit, July, p. 52.

Hauserman, Mort F., advertising manager, Gustin-Bacon Mfg. Co. Gustin-Bacon Builds Product into Mail Piece, Aug., p. 46.

Mannion, John B., advertising manager, Austenal Laboratories Eight Advertisers Tell Results from Externals, July, p. 106.

McCluskey, R. C., vice-president & general sales manager, R. G. LeTourneau, Inc. LeTourneau's Planning Sessions Solve Distributor Problems, Aug., p. 44.

Molitor, W. D., director of agency operations, Jaqua Co. Daily Mailings Replace Costly Sales Training Manual, Oct., p. 60.

Moreton, Philip E., director of copy and plans, Lewin, Williams & Saylor Stop-and-Go Campaign Hits Snag . . Then Gets Results for Nopco, Dec., p. 136.

Mulcahy, R. W., exhibits coordinator, Addressograph-Multigraph Corp. Booth Location Isn't Vital . . Demonstration Is, Study Finds, Nov., p. 60.

Pattison, D. M., vice-president of sales, Warner & Swasey Co. 12 Years in "Wrong Media" Build Warner & Swasey, Aug., p. 65.

Reeves, J. M., account executive, Ketchum, MacLeod & Grove Alcoa Works with Museums, Ads Go after Ceramics Market, Oct., p. 74.

Sawyer, Howard G., vice-president, James Thomas Chirurg Co. New Readership Study Eliminates Variables, Gives Data on Ads, Sept., p. 68.

Shugart, Peter L., sales promotion division, Beckman Instuments, Inc. Beckman Tries a Show Exhibit That's Easy to Set Up, Dec., p. 166.

Sorrell, John E., Sweeney & James The Advertising-Ulcer Myth . . Can It Explode?, Dec., p. 129.

Starch, Daniel, Daniel Starch & Staff:
Which Ad Attracted More Readers? July, p. 140; Aug., p. 52; Sept., p. 130; Oct., p. 56; Nov., p. 202; Dec., p. 56.

Staudt, Thomas A., assistant professor of marketing, Massachusetts Institute of Technology How to Know when to Use Manufacturers' Agents, Oct., p. 46.

Stevenson, C. H., vice-president, Lindberg Engineering Co. What Admen Must Do Now to Sell New Products in 1954, July, p. 48.

Stineback, G. C., manager, Polyken Indus-

Abernathy Publications 1
Advertisers' Research Service 17
Advertising Age 41-44
Advertising Publications, Inc. 41-44, 47-50
Aeronautical Engineering Catalog 78
Aeronautical Engineering Review 78
Air Force 85
Air Force Times 479
America Clinica 213
American Artisan 62-63
American Automobile, The 215
American Aviation 81
American Aviation Directory 81
American Brewer 250
American Brewer Register 250
American Builder 94-95
American Ceramic Society, The 129
American Chemical Society 135
American City, The 397
American Gas Handbook 286
American Gas Journal 286
American Institute of Chemical Engineers 131
American Lumberman & Building Products Merchandiser 97
American Machinist 381
American Metal Market 365
American Motel Magazine 297
American Restaurant Magazine 456
American Roofer & Siding Contractor . 108
American Society for Metals, The ... 389
American Society of Civil Engineers . 192
American Society of Heating and Ventilating Engineers, The 69
American Society of Lubrication Engineers, The 338
American Society of Mechanical Engineers, The 157, 333
American Society of Tool Engineers, The ..... Insert Between 384-385
American Trade Publishing Co. ... 243, 268
Annual Butane-Propane Catalog 285
Annual Buyers Guides For Automotive Products, Industrial Machinery and Construction Equipment 215
Annual Meat Packers Guide 273
Applied Hydraulics 20-21
Architectural Record 102-103
Army Times 479
ASME Mechanical Catalog and Directory 157, 333
Associated Construction Publications . 201
Automatic Launderer & Cleaner, The 309
Automotive News 73
Automotive News Almanac 73
Automotive News of the Pacific Northwest 74
Aviation Age 83

Bacon's Clipping Bureau 6
Baron's Publicity Checker 6
Baker's Digest, The 242
Bakers Weekly 243
Baking Industry 244
Baking Industry Catalog and Buying Directory 244
Bedding 281
Bedding Buyers' Guide and Composite Catalog 281
Bill Brothers Publications 457
Bituminous Roads & Streets .. 194-195
Blast Furnace and Steel Plant 390
Boat & Equipment News 343
Boat Statistics & Publishing Co. Inc. 343
Book Export Division 215
Boxboard Containers 417
Breskin Publications 419, 429
Breweries of The Western Hemisphere 250
Brewers Digest, The 249
Building Specialties 109
Building Supply News 106-107
Burrelle's Press Clipping Bureau 16
Butane-Propane News 285
Butler Typo Design Research Center .. 11
Buttenheim-Dix Publishing Corp. 197, 397, 461
Butter, Cheese and Milk Products Journal, The 259

Caminos y Calles 194-195
Canner, The 253
Capex Company, Inc. 16
Case-Shepperd-Mann Publishing Corp. 395
Ceramic Bulletin 129
Chemical Engineering 132-133
Chemical Engineering Progress 131
Chemical Week 132-133
Chicago Metalworker, The 386
Chicago Thrift-Etching Corporation ... 16
Chilton Publications 372-373, 387
Civil Engineering 192
Clissold Publishing Co. 244
Coal Age 139
Commercial Fertilizer 1
Commercial Refrigeration 20-21
Composite Catalog, The 406-407
Concrete Manufacturer, The 121
Concrete Products 123
Conover-Mast Publications ..... 4, 83, 205, 327, Back Cover
Conover-Mast Purchasing Directory ... 327
Construction Bulletin 201
Construction Digest 201, 210
Construction Equipment 205
Construction News Monthly 201, 209
Constructioneer 201, 203
Contractors and Engineers Monthly .. 197
Corrosion 387
Cosgrove Publishing Co. 486-487
Cotton Gin and Oil Mill Press, The 149
County and Township Roads 194-195

Daily Journal of Commerce 146
Dairy Industries Catalog 259
Davison Publishing Co. 472
Dealer Products File 97
Directory of Iron and Steel Plants .. 390
Directory of Michigan Manufacturers, The 35
Directory of Steel Processing Plants . 390
Dixie Contractor 201
Dodge Corporation, F. W. 92, 102-103, 165, 319, 377
Dodge Mfg. Corporation 216
Domestic Engineering 52-53
Domestic Engineering Catalog Directory 52-53
Domestic Engineering Publications . 52-53

El Automovil Americano 215
El Farmaceutico 215
El Hospital 213
Electric Light and Power 170-171
Electrical Catalogs 179
Electrical South 12
Electrical West 177
Electrical World 173
Electricity on The Farm Magazine .. 395
Electrified Industry 175
Engineering and Mining Journal 359

Factory Management and Maintenance 317
Farm Equipment Retailing 229
Farm Implement News 231
Feed Age 268
Feeds Illustrated 267
Feedstuffs 269
Fire Engineering 395
Florists' Telegraph Delivery News .. 233
Flow 20-21
Food Engineering 237
Fortnightly Telephone Engineer 467
Foundry 383
Fountain & Fast Food Service 457
Fritz Publications, Inc. 423
Fueloil & Oilheat 67
Gardner Publications 375
Gas 285
Gas Heat 68
Gasoline Retailer 411
Gillette Publishing Co. 194-195
Golfdom 295
Gulf Publishing Co. 406-407

Haywood Publishing Co. 170-171, 415, 417
Heating & Plumbing Equipment News 55
Heating and Ventilating 55
Heating, Piping & Air Conditioning 58-59
Heating Publishers, Inc. 67, 68
Heating Ventilating Air Conditioning Guide 69
Heavy Construction Latin American Catalog File 194-195
Heavy Construction Prefiled Catalogs 194-195
Heinn Company, The 11
Hill Publishing Company, Allen W. .. 69
Hitchcock Publishing Company 366-367, 489
Home Maintenance and Improvement .. 97
Hospital Management ... 290-291, 351

Ice Cream Review, The 259
Illuminating Engineering 180
Illuminating Engineering Society 180
Implement & Tractor 217, 225
Implement Record 227
Implementos y Tractores 217
Independent Petroleum Monthly, The 405
Industrial Distribution 301
Industrial Equipment News 337
Industrial Finishing 386
Industrial Heating ..... 3rd Cover
Industrial Laboratories 161
Industrial Laboratories Publishing Co. 161
Industrial Maintenance 335, 337
Industrial Marketing 47-50
Industrial Press, The 55, 371
Industrial Publications, Inc. 98-99, 106-107
Industrial Publishing Co., The ... 20-21
Industry and Welding 20-21
Ingenieria Internacional Construccion . 215
Ingenieria Internacional Industria ... 215
Institute of Radio Engineers, Inc., The 185-188
Institute of The Aeronautical Sciences 78
Institutions Catalog Directory 2-3
Institutions Magazine 2-3
Institutions Publications 2-3
Instruments Publishing Co., The 325
IRE Directory, The 185-188
Iron Age, The 372-373, 387
Jenkins Publications Inc. 285
Johnson, Inc., Franklin H. 159
Journal of Chemical Education 135
Journal of the American Concrete Institute 124, 208
Journal of the Federation of Sewage and Industrial Wastes Assns. 398

Keeney Publishing Co. .. 58-59, 62-63
Keller Publishing Co. 247
King Publications 199, 227, 321

Latin-America 247
Lubrication Engineering 338

Machine and Tool Blue Book ... 366-367
Machine and Tool Blue Book Directory 366-367
Machinery 371
Machinist, The 215
Maclean-Hunter Publishing Corp. 116, 123
MacRae's Blue Book 329
Management Magazines Inc. 113
Management Methods 113
Marine Catalog and Directory, The . 341
Marine Corps Gazette 480
Marine Engineering and Shipping Review 341
Market Analysis of the Motel Industry 297
Market Analysis of the Restaurant Industry 456
Martin & Company, B. J. 175
Mass Transportation 477
Materials & Methods 163
McGraw-Hill American Letter 215
McGraw-Hill Catalog Service 143, 179, 361, 469
McGraw-Hill Digest 215
McGraw-Hill International Corporation 215
McGraw-Hill Publishing Company, Inc. 8-9
Mechanical Engineering 157, 333
Mechanization 141
Meredith Publishing Co. 221
Metal Progress 389
Michigan Contractor and Builder 201
Michigan Manufacturer and Financial Record 35
Mid-West Contractor 201
Midwest Purchasing Agent, The 441
Military Engineer, The 207
Milk Dealer, The 259
Milk Plant Monthly 256
Mill & Factory ..... Back Cover
Miller Publishing Co., The 269
Mining Catalogs 143, 361
Mississippi Valley Contractor 201
Modern Machine Shop 375
Modern Materials Handling 347
Modern Packaging 419
Modern Packaging Corp. 419
Modern Plastics 429
Modern Railroads 452-453
Modern Railroads Publishing Co. 452-453
Municipal Index and Atlas 397
Municipal Index, The 397

National Association of Corrosion Engineers 387
National Bottlers' Gazette 247
National Miller Publs., Inc. 267
National Petroleum Publishing Co. 402-403
National Provisioner, The 273
National Roofer 109
Navy Times 479
New England Construction 201
New Equipment Digest 331
New South Biker 1
Northwest Motor 74
Northwest Trade Publications 74

Occupational Hazards 20-21
Official Airline Guide 81
Oil Forum, The 409
Olsen Publishing Co., The 259
Overseas Business Services 215

Pacific Printer & Publisher 438
Packaging Parade 415
Panamerican Publishing Co., Inc. .. 213
Paper and Pulp Mill Catalogue 423
Paper Industry, The 423
Patterson Publishing Co. 297, 456
Penton Publishing Co., The 331, 383
Insert Between 368-369
Petroleum Engineer, The 400
Petroleum Processing 402-403
Petroleum Refiner 406-407
Pharmacy International 215
Pit & Quarry 119, 121
Pit and Quarry and Associated Industries 119
Pit & Quarry Handbook 125
Plant Engineering 315
Porket List of Railroad Officials, The 451
Power 434-435
Power Engineering 431
Power Wagon 75
Practical Builder 98-99
Practical Publications, Inc. 386
Precision Metal Molding 20-21
Proceedings of the I.R.E. 185-188
Product Design & Development 159
Product Engineering 155
Production Equipment 338
Public Utilities Fortnightly 181
Public Utilities Reports, Inc. 181
Public Works 396
Purchasing 4

Radio & Electronic Jobber News, Inc. 189
Railway Age .... Insert Between 448-449
Railway Engineering & Maintenance ..... Insert Between 448-449
Railway Equipment and Publication Co., The 451
Railway Mechanical & Electrical Engineer ..... Insert Between 448-449
Railway Purchases and Stores 447
Railway Signaling & Communications ..... Insert Between 448-449
Railway Supply Industry Yearbook ..... Insert Between 448-449
Refinery Catalog, The 406-407
Reinhold Publishing Corporation 163
Roads and Streets 194-195
Rock Products 116
Rocky Mountain Motornews 74, 410
Rocky Mountain Oil Reporter 74, 410
Roofing Yearbook 109
Rubber Age 474
Rubber Red Book 474

School Equipment News 461
School Executive, The 461
Screw Machine Engineering 379
Screw Machine Publishing Co., Inc. .379
Sewage and Industrial Wastes 398
Shipping Management 276
Siebel Publishing Company 242, 249
Signalman's Journal, The 454
Simmons-Boardman Publications ..... 94-95, 341, Insert Between 448-449
Smith Publications, W.R.C. 12
Snips Magazine 65
Southern Advertising and Publishing . 1
Southern Automotive Journal 12
Southern Building Supplies 12
Southern Food Processor 1
Southern Garment Manufacturer 1
Southern Hardware 12
Southern Jeweler 1
Southern Lumber Journal and Building Material Dealer 311
Southern Lumberman 311
Southern Plumbing, Heating and Air Conditioning 69
Southern Power and Industry 12
Southern Printer, The 1
Southern Pulp and Paper Manufacturer 1
Southern Stationer and Office Outfitter 1
Southwest Builder and Contractor ... 201
Steel ..... Insert Between 368-369
Steel Processing 390
Steel Publications, Inc. 390
Successful Farming 221
Sweet's Catalog Service . 92, 165, 319, 377

Technical Publishing Co. 315, 431
Telephone Composite Catalog & Buyers' Directory 467
Telephone Engineer and Management . 467
Telephone Engineer Publishing Corp. 467
Texas Contractor 201
Textile Catalogs 469
Textile Industries 12
Textile World 471
Textiles Panamericanos 213
Thomas Publishing Co. 323, 337
Thomas Register 323
Tool Engineer, The, Insert Between 384-385
Traffic Service Corp., The .... 2nd Cover
Traffic World ..... 2nd Cover, 275
Trailer Dealer Magazine 108
Trailer Park Management 296
Transportation Supply News . 2nd Cover
Turrentine Publishing Co., Walter ... 309

Utilization 349

Vance Publishing Co. 97

Wastes Engineering 395
Water Works Engineering 395
Watkins Cyclopedia of the Steel Industry 390
Welding Engineer, The 482
Welding Journal, The 484
Western Builder 201
Western Construction 199
Western Industry 321
Who's Who 189
Wilson-Carr Publication 338
Wire and Wire Products 386
Wire & Wire Products Annual Buyer's Guide 386
Wood Working Digest 489
Woodworkers Reporter 486-487
World Construction 194-195
World Construction Catalog File 194-195
World News 215
World Oil 406-407

For Detailed Information on These Publications

See the *1953* Market Data & Directory Number

trial Tape Dept., Bauer & Black Polyken Distribution System Builds Sales Boom, July, p. 41.

Stumm, Michael, advertising manager, Crucible Steel Co. What Advertisers Should Know about Industrial Copy, Nov., p. 134.

Van Raalte, T. Z., advertising manager, West Disinfecting Co. Inquiry Forms Attract Salesmen's Interest, Sales., July, p. 72.

Venezian, Angelo R., assistant to director of advertising, McGraw-Hill Publishing Co. Business Paper Volume May Hit Third Annual Record in 1952, Sept., p. 41.

Wiggers, Ray, advertising manager, Frank G. Hough Co. Ten Steps to Choosing a New Advertising Agency, July, p. 56.

Worthington, L. S., director of advertising, Kold-Hold Mfg. Co. "Registered Distributor" Gets Costly Literature to Right Man, Sept., p. 106.

Article index / by subject

Advertising

Ad Manager Isolates a Problem, Sells Budget to Management, Sept., p. 146.

Alcoa Works with Museums, Ads Go after Ceramics Market, by J. M. Reeves, account executive, Ketchum, MacLeod & Grove, Oct., p. 74.

(The) Advertising-Ulcer Myth . . Can It Explode?, by John E. Sorrell, Sweeney & James, Dec., p. 129.

Business Paper Drive Finds New Uses for Industrial Paper, Oct., p. 41.

Business Publication Ad Lands New Customer, and $80,000 Sale, Dec., p. 44.

Cartoon Testimonials Boost Air Freight Sales of Flying Tigers, by James Collins, Dec., p. 132.

Cover Stories:

Columbia Campaign Boosts Buyer Recognition of New Name, Oct., p. 78.

Commercial Bank Accents Future in Drive for Business, Dec., p. 65.

How Du Pont Assured a Market for Orlon . . Before Making It, Sept., p. 46.

Oliver Campaign Injects Dramatics into Nuts and Bolts, July, p. 96.

Vanadium Sales Message Attracts Unusual Readership, Nov., p. 152.

Visible Applications Attract Buyers for Invisible Products, Aug., p. 54.

Editorially speaking:

Industrial Distributors' Advertising, July,

G-E sales meeting on rails

covers the country fast, economically

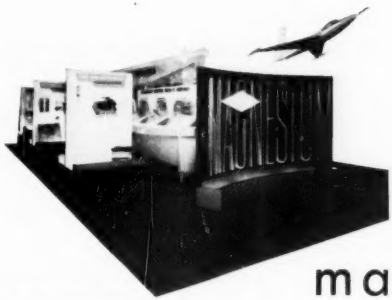
Stage in range car, General Electric Meeting Train

General Electric Company used two four-car trains to present their 1953 major appliances to distributors and key sales executives, covering 16 cities in 19 days.

Baggage and horse cars were converted into attractive meeting rooms complete with revolving stage, lighting and sound by General Exhibits & Displays.

General Exhibits can help you with your next sales meeting, whether on rails, in theatres or hotels.

Portable stage used by Servel, Inc. to introduce new Wonder Bar to the trade. Stage erected in 2 hours. Seven scenery changes.



DOW

exhibit sells magnesium

The Dow Chemical Company sold the basic qualities of Magnesium in this exhibit at the recent Metal Show through dramatic, convincing demonstration of its many and varied uses in industry.

GENERAL EXHIBITS AND DISPLAYS, INC.
2100 N. RACINE AVE., CHICAGO 14, ILL.

p. 65.
"Selling" Budgets to Management, Nov., p. 72.
The Pressure Is On, Sept., p. 116.
Tell 'Em and Sell 'Em, Oct., p. 80.
Vertical Advertising Possibilities, Nov., p. 72.

Eight Advertisers Tell Results from Externals, by John B. Mannion, advertising manager, Austenal Laboratories, July, p. 106.

Eight Steps for Getting Good Advertising Case Histories . . Problems in Industrial Marketing, Dec., p. 22.

Four Steps to Evaluating Inquiries . . Whether Duds or Hot Ones, by Sidney Clayton, president, Sidney Clayton & Associates, Nov., p. 47.

Hikes Readership, Traces Sales of $200,000 to Wire Rope Drive. Sept., p. 144.

Honeywell Films V.I.P.'s to Sell Ads to Salesmen, by Herbert D. Bissell, director of merchandising, Minneapolis-Honeywell Regulator Co., July, p. 44.

How Do Women Executives Fit into Industrial Advertising, Oct., p. 136.

How to Make Good Photographs for Industrial Advertising, Nov., p. 42.

How We Present Our Ad Budgets to Management . . a Symposium, Dec., p. 41.

How to Protect Your Trade-Mark . . Du Pont Booklet Points Way, Sept., p. 142.

Industrial Advertisers Lose Sales Via Inquiry Neglect . . IM Study, Sept., p. 52.

Is Machinery Promotion Dull? Dealer Proves It Isn't . . Hikes Sales 10%, Dec., p. 58.

Koppers Doubles Its Industrial Advertising, Boosts Sales 66.2%, Nov., p. 41.

Leading Product-in-Use Photos Sharpen Industrial Ads, Dec., p. 78.

New Readership Study Eliminates Variables, Gives Data on Ads, by Howard G. Sawyer, vice-president, James Thomas Chirurg Co., Sept., p. 68.

Sketch-the-Products Coupon Offer Finds New Product Applications, Nov., p. 158.

Small Space Testimonial Ads Sell for Viking, Distributors, Oct., p. 65.

Stop-and-Go Campaign Hits Snag . . Then Gets Results for Nopco, by Philip E. Moreton, director of copy and plans, Lewin, Williams & Saylor, Dec., p. 136.

Ten Steps to Choosing a New Advertising Agency, by Ray Wiggers, advertising manager, Frank G. Hough Co., July, p. 56.

Ten Ways to Improve Returns on Mailed Questionnaires, by Ken M. Davee, Davee, Kohnlein & Keating, Oct., p. 81.

"Test Tube" Campaign Boosts Western Sales Tenfold, Oct., p. 112.

30% of Advertisers Ignore or Delay Replies to Inquiries, IM Study Shows, Aug., p. 42.

12-Years in "Wrong Media" Build Warner & Swasey, by D. M. Pattison, vice-president of sales, Warner & Swasey Co., Aug., p. 65.

What Admen Must Do to Sell New Products in 1954, by C. H. Stevenson, vice-president, Lindberg Engineering Co., July, p. 18.

What 489 Biggest Advertisers Spent on Business Papers in '51, Oct., p. 126.

What Ad Attracted More Readers?, by Daniel Starch, Daniel Starch & Staff, July, p. 140; Aug., p. 52; Sept., p. 130; Oct., p. 56; Nov., p. 202; Dec., p. 56.

★

Advertising copy, graphics, production

Color No "Sure Cure" Device to Attract Readers, by A. H. Fensholt, treasurer, Fensholt Co., Aug., p. 57.

Copy Chasers:

ABP Winners and Why Did They Win? . . Dismayed Distributors, July, p. 77.

Do Your Ads Try to Do Too Much and by Sheer Weight, Fall Flat, Dec., p. 89.

Getting Ready for New 1953 Campaigns? Get Your Ideas Here, Nov., p. 101.

Question for Copywriters: How's Your Fog Index Today?, Sept., p. 89.

Tomorrow's Advertising Needs Fresh Approach, Aug., p. 81; Oct., p. 95.

Leading Product-in-Use Photos Sharpen Industrial Ads, Dec., p. 78.

New Readership Study Eliminates Variables, Gives Data on Ads, by Howard G. Sawyer, vice-president, James Thomas Chirurg Co., Sept., p. 68.

Oliver Campaign Injects Dramatics Into Nuts and Bolts . . Cover Story, July, p. 96.

Visible Applications Attract Buyers for Invisible Products . . Cover Story, Aug., p. 54.

What Advertisers Should Know About Industrial Copy, by Michael Stumm, advertising manager, Crucible Steel Co., Nov., p. 134.

★

Business Paper Publishing

Advertising Volume in Business Papers, July, p. 122; Aug., p. 122; Sept., p. 122; Oct., p. 146; Nov., p. 162; Dec., p. 140.

Business Paper Drive Finds New Uses for Industrial Paper, Oct., p. 41.

Business Paper Volume May Hit Third Annual Record in 1952, by Angelo Venezian, assistant to director of advertising, McGraw-Hill Publishing Co., Sept., p. 41.

Editorial Index, July, p. 108.

Imagination Pays . . 11 Business Paper Editors Win IM Plaques, July, p. 46.

Sales Presentation Outline Is Step Toward Better Media Facts, by Kenneth J. Bayer, president, Oakleigh R. French & Assoc., Dec., p. 68.

What 489 Biggest Advertisers Spent on Business Papers in '51, Oct., p. 126.

★

Marketing, distribution

A Survey and New Markets Prove Ad Effectiveness for Hough, Sept., p. 44.

Editorially Speaking:

Capital Expenditures Stay High, Dec., p. 84.
Market Research Begins at Home, Aug., p. 112.
Rebuilding Our Highways, Dec., p. 84.

From Washington:

Copper Upsets the Pessimists, Goes Off Critical List, Aug., p. 17.

Fuel Needs to Double in 25 Years, Reflect Expansion, July, p. 16.

Industries Agree: Low Tariff Good . . but Only for Other Fellow, Dec., p. 16.

See Big Year for Construction in 1953 . . Recession Unlikely, Nov., p. 16.

Steel Fights Way Out of Corner After Strike, Sept., p. 17.

U. S. Seeks to Learn: What About Markets After Defense?, Oct., p. 16.

Hotpoint Plumbs Cafeteria Market for Cooking Equipment, Aug., p. 41.

How Du Pont Assured a Market for Orlon . . Before Making It, Sept., p. 46.

How to Protect Your Trade-mark . . Du

Pont Booklet Points Way, Sept., p. 142.

Industry Forecasts Hinge on Prices, Population, Inventories . . Top Management Forum, Aug., p. 70.

Koppers Doubles Its Industrial Advertising, Boosts Sales 66.2%, Nov., p. 41.

LeTourneau's Planning Sessions Solve Distributor Problems, by R. C. McCluskey, vice-president, general sales manager, R. G. LeTourneau, Inc., Aug., p. 44.

Polyken Distribution System Builds Sales Boom, by G. C. Stineback, manager, Polyken Industrial Tape Dept., Bauer & Black, July, p. 41.

"Registered Distributor" Gets Costly Literature to Right Man, by L. S. Worthington, director of advertising, Kold-Hold Mfg. Co., Sept., p. 106.

Schools, Clinics, Ads Sharpen Today's Distribution Systems . . Top Management Forum, Oct., p. 54.

Today's Business Climate Good but Secondary for New Products . . Top Management Forum, July, p. 60.

Tough Market Survey Made Easy Through a Civic Promotion, Oct., p. 64.

Trends:

Audio-Visual Aid Field Thrives . . Films Hit $45,000,000 Sales, Nov., p. 32.

Ceramic Industry Gets Boost by New Phase of Building Boom, Oct., p. 36.

Oil Industry Hustles Expansion to Meet Nation's Needs, July, p. 33.

Synthetic Fibers, Plastics Set Fast Pace for Chemical Field, Sept., p. 36.

Too Many Cancellations, Orders Plague Busy Tool Builders, Aug., p. 36.

Welding's Fast Growth Beats General Industry Rate by 250%, Dec., p. 34.

Watch Your Competitors, but Let Needs and Problems Decide Sales Methods . . Top Management Forum, Dec., p. 46.

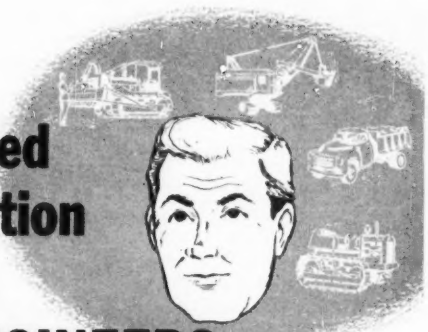
What Admen Must Do to Sell New Products in 1954, by C. H. Stevenson, vice-president, Lindberg Engineering Co., July, p. 48.

★

Publicity, public & employe relations

Byron Goes Inside Classroom . . and Out After Buyer, by W. N. Beadle, vice-president, Byron Jackson Co., Sept., p. 60.

Eight Advertisers Tell Results from Externals, by John B. Mannion, advertising



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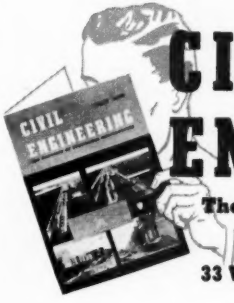

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33 West 39th Street, New York 18, N. Y.

Plus Coverage

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4. GARMENT MANUFACTURING

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Southern Pulp and Paper Manufacturer. National circulation, intensive coverage of the South's expanding paper and pulp industry.

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ABERNETHY PUBLICATIONS
ERNEST H. ABERNETHY, *President*
75 Third Street, N. W., Atlanta, Ga.

manager, Austenal Laboratories, July, p. 106.

Employe Communications . . Public Relations, by Robert Newcomb & Marg Sammons:

Bus Tours, Conferences Keep Company Magazine Staff Alert, July, p. 66.

Learn How to Pose Your Photos So They Look Unposed, Nov., p. 130.

Management Learns What to Talk About in Company Magazines, Oct., p. 68.

Management Needs Faster Trend to Better Company Magazines, Aug., p. 62.

Small Company, Big Open House Feature Full Week of Tours, Dec., p. 116.

What it Takes to Edit a Company Publication, Sept., p. 64.

Flexonics Tells Why and How to Promote New Name, July, p. 64.

How to Work with the Press . . a Detailed Policy and Method, Aug., p. 110.

★

Sales, sales promotion

Booth Location Isn't Vital . . Demonstration Is, Study Finds, by R. W. Mulcahy, exhibits coordinator, Addressograph-Multigraph Corp., Nov., p. 60.

Byron Goes Inside Class Room . . and Out After the Buyer, by William N. Beadle, vice-president, Byron Jackson Co., Sept., p. 60.

Daily Mailing Replace Costly Sales Training Manual, by W. D. Molitor, director of agency operations, The Jaqua Co., Oct., p. 60.

Dearborn Fumbles July 30 . . But Turns Error Into Hit, by Earl J. Goris, advertising manager, Dearborn Chemical Co., July, p. 52.

Editorially Speaking: Training the Salesmen, Oct., p. 80.

Fan Blade Maker Stirs Sales for Air-Moving Industry, Sept., p. 62.

Four Steps to Evaluating Inquiries . . Whether Duds or Hot Ones, by Sidney Clayton, president, Sidney Clayton & Assoc., Nov., p. 47.

GE Launches Dealer Super Market, Aug., p. 48.

Gustin-Bacon Builds Product into Mail Piece, by Mort F. Hauserman, advertising manager, Gustin-Bacon Mfg. Co., Aug., p. 46.

Hikes Readership, Traces Sales of $200,000 to Wire Rope Drive, Sept., p. 144.

How to Know When to Use Manufacturers' Agents, by Thomas A. Staudt, assistant professor of marketing, Massachusetts Institute of Technology, Oct., p. 46.

How to Make Good Photographs for Industrial Advertising, Nov., p. 42.

Industrial Advertisers Lose Sales Via Inquiry Neglect . . IM Study, Sept., p. 52.

Inquiry Forms Attract Salesmen's Interest, Sales, by T. Z. Van Raalte, advertising manager, West Disinfecting Co., July, p. 72.

Mail Campaign Wins Back Lost Customers for Calumet, by Dick Brown, advertising manager, Calumet Iron & Supply Co., Oct., p. 44.

Management Grapples Legalities, Sales Punch to Find New Product Name . . Top Management Forum, Sept., p. 56.

Novel Sales Meeting, Bonus Spark Jobbers' Salesmen, by Robert T. Behrman, sales manager, Theobald Industries, Nov., p. 154.

Parker-Kalon Screw Campaign Regains Some Lost Markets, Aug., p. 98.

Polyken Distribution System Builds Sales Boom, by G. C. Stineback, manager, Polyken Industrial Tape Dept., Bauer & Black, July, p. 41.

Sales Presentation Outline Is Step toward Better Media Facts, by Kenneth J. Bayer, president, Oakleigh R. French & Assoc., Dec., p. 68.

Sales Promotion Ideas:

Comedian Writes Mail Piece for Office Equipment Maker, Aug., p. 104.

Company Promotes Trade Show Exhibit with Triple Invitation, Nov., p. 124.

Red Checks Personalize Mailings at Low Cost, July, p. 92.

Sales Distributor Solves Catalog Price Problem, Dec., p. 106.

Student Question-Answer Ads Build Industrial Relations, Sept., p. 110.

Ten Ways to Back Your Dealer, Promotion Kit, Oct., p. 116.

Sketch-the-Product Coupon Offer Finds New Product Applications, Nov., p. 158.

Sound Tape and Slide Films Sharpen Skits at Ansul Sales Meeting, Nov., p. 44.

Snap-a-part Forms Help Sola Answer Inquiries Fast, Cheaply, by Sidney Clayton, president, Sidney Clayton & Assoc., Oct., p. 42.

28 Visual Aids . . Old and New . . Make

Promotion, Selling Job Easier, Nov., p. 74.

Watch Your Competitors, but Let Needs and Problems Decide Sales Methods, Dec., p. 46.

★

Shows, exhibits

Beckman Tries a Show Exhibit That's Easy to Set Up, by Peter L. Shugart, sales promotion division, Beckman Instruments Inc., Dec., p. 166.

Booth Location Isn't Vital . . Demonstration Is, Study Finds, by R. W. Mulcahy, exhibits coordinator, Addressograph-Multigraph Corp., Nov., p. 60.

Industrial Shows: July, p. 128; Aug., p. 133; Sept., p. 154; Oct., p. 158; Nov., p. 172; Dec., p. 158.

Should Cheese Cake Be Used in Trade Shows? . . Problems in Industrial Marketing, Oct., p. 22.

28 Visual Aids . . Old and New . . Make Promotion, Selling Job Easier, Nov., p. 74.

★

NIAA conference reports

Honeywell Films V.I.P.'s to Sell Ads to Salesmen, by Herbert D. Bissell, director of merchandising, Minneapolis-Honeywell Regulator Co., July, p. 44.

Polyken Distribution System Builds Sales Boom, by G. C. Stineback, manager, Polyken Industrial Tape Dept., Bauer & Black, July, p. 41.

12 Years in "Wrong Media" Build Warner & Swasey, by D. M. Pattison, vice-president of sales, Warner & Swasey Co., Aug., p. 65.

What Admen Must Do Now to Sell New Products in 1954, by C. H. Stevenson, vice-president, Lindberg Engineering Co., July, p. 48.

★

NIAA News

Editorially Speaking:

Get in There and Pitch, Sept., p. 116.
Research Institute Off to Great Start, July, p. 65.

NIAA News:

Institute Picks Cleveland as HQ, Aug., p. 115.

Institute to Begin Research, Dec., p. 125.
Research Institute Seeks Director, Oct., p. 139.

30th Annual Conference Meets in Chicago, July, p. 97.

Urges 4 Freedoms for Admen, Nov.,

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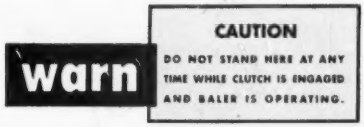

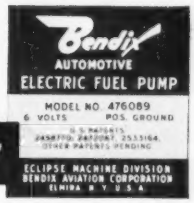

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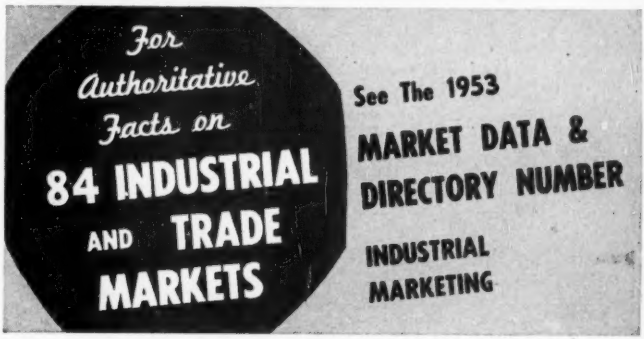

A sound idea for better business in '53
It's described in the S. D. WARREN COMPANY turn-of-the-year message. Read it in BUSINESS WEEK for January 10, and THE SATURDAY EVENING POST for January 17
How to say HAPPY NEW YEAR to your Business
Warren's STANDARD Printing Papers

p. 143.
Wedereit: Liberalize Membership, Sept., p. 119.

News:
Business Paper Rates Rising, Sept., p. 26.
Finds 98% of New Products Fail, Oct., p. 26.
NBP Asks Audit of Paid, Unpaid, Dec., p. 26.
Says Agency 15% Not Enough, July, p. 26.
Says Market Research Slighted, Nov., p. 25.
Suppliers Push New Superliner, Aug., p. 26.

Departments

Advertising Volume in Business Papers. July, p. 122; Aug., p. 122; Sept., p. 122; Oct., p. 146; Nov., p. 162; Dec., p. 140.

Canadian Advertising Volume. July p. 126.
Copy Chasers. July, p. 177; Aug., p. 81; Sept., p. 89; Oct., p. 95; Nov., p. 101; Dec., p. 89.

Cover Story. July, p. 96; Aug., p. 54; Sept., p. 46; Oct., p. 78; Nov., p. 152; Dec., p. 65.

Editorial Index. July, p. 108.

Editorially Speaking. July, p. 65; Aug., p. 112; Sept., p. 116; Oct., p. 80; Nov., p. 72; Dec., p. 84.

Employe Communications . . Public Relations. July, p. 66; Aug., p. 62; Sept., p. 64; Oct., p. 68; Nov., p. 130; Dec., p. 116.

From Washington. July, p. 16; Aug., p. 17; Sept., p. 17; Oct., p. 16; Nov., p. 16; Dec., p. 16.

Industrial Shows. July, p. 128; Aug., p. 133; Sept., p. 154; Oct., p. 158; Nov., p. 172; Dec., p. 158.

News. July, pp. 26, 28, 30; Aug., pp 26, 28; Sept., pp. 26, 28, 30; Oct., pp. 26, 32; Nov., pp. 25, 26, 175, 176; Dec., pp. 26, 28.

NIAA News. July, p. 97; Aug., p. 115; Sept., p. 119; Oct., p. 139; Nov., p. 143; Dec., p. 125.

Problems in Industrial Marketing. July, p. 22; Aug., p. 22; Sept., p. 20; Oct., p. 22; Nov., p. 22; Dec., p. 22.

Sales Promotion Ideas. July, p. 92; Aug., p. 104; Sept., p. 110; Oct., p. 116; Nov., p. 124; Dec., p. 106.

Trends. July, p. 33; Aug., p. 36; Sept., p. 36; Nov., p. 32; Dec., p. 34.